

THE ANALYSIS OF STYLISTIC DEVICES IN THE ADVERTISEMENT AT *FOR WOMEN OF THE WORLD* MAGAZINE

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Abstrak: Dalam artikel ini, penulis menganalisis piranti stilistika dengan menggunakan stilistika, discourse, pragmatik dan pragmatistilistika. Teori ini digunakan untuk menginterpretasi bahasa iklan yang sederhana dan pendek. Dalam hasil analisis, ditemukan bahwa bahasa iklan dalam majalah *For Women of the world* menggunakan kalimat yang simple. Kata-kata dalam kalimatnya mengimplikasikan makna konotatif. Kalimatnya menggunakan bahasa kiasan. Penggunaan aspek stilistika digunakan untuk membujuk perhatian pembaca terhadap produk yang diiklankan. Pada akhirnya ditemukan bahwa open meaning berbeda dengan intended meaning. Pemerolehan intended meaning dilakukan melalui interpretasi kalimat dengan menggunakan beberapa langkah.

Kata kunci: stylistic devices, advertisement, intended meaning

Introduction

Language is used to send the message from the speaker to the listener in the process of communication,. The message is easy to understand if the speaker uses the good diction in expressing his idea clearly. It is done to avoid misunderstanding of the topic. Diction gives special character for the speaker because each speaker will have different diction. It is called language style. Aminudin (1995: 5) says that style describes and reflects the language user characteristic.

Everyone has different style in expressing their ideas. It differentiates one person among others. *Style* is considered unique because no one has same style. In writing advertisement, the advertisers are able to use the appropriate word to express their idea by considering the reader and the topic. Because the advertisement words are not only understood in word context but they are also understood toward the reader context.

Base on the description above, the writer of this article will analyze the stylistic aspect used in the advertisement at *For women of the world* magazine. He also wants to find the intended meaning in the message of advertisement. In this analysis the writer takes three pieces of advertisement as the data source to make the analysis deeper.

Review of theory

There are some theories used by the writer to analyze the advertisements in *For women of the world* magazine. They are as follows:

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A. Communication

Communication is the process of sending message that is done by person to another in social relationship at daily speaking (Effendy, 2000:5). It can be seen when two persons meet. They will ask and answer about some information they need. Communication also has a special purpose. It can be done orally or written. It is done face to face or through mass media like magazine, newspaper, radio, television etc. It can be through non-mass media like letter, telephone, announcement, poster etc.

Communication consists of four main points. It is appropriate with what is said by Berlo in Bormann, Ernest G (1991:15-17), he says that there are four main points of communication. They are source, channel, message and receiver. Source is a person or a group of person who communicate with others. Message is the sentences uttered. Channel is the device that is included in the process of communication. The device used by the human is the five senses. Receiver is the listener or the reader.

B. Rhetoric

If we want to analyze the stylistic in advertisement, we will discuss rhetoric. Badib, Abbas (2005) explains that stylistics and rhetoric viewed from linguistics can be simplified with the following figure:

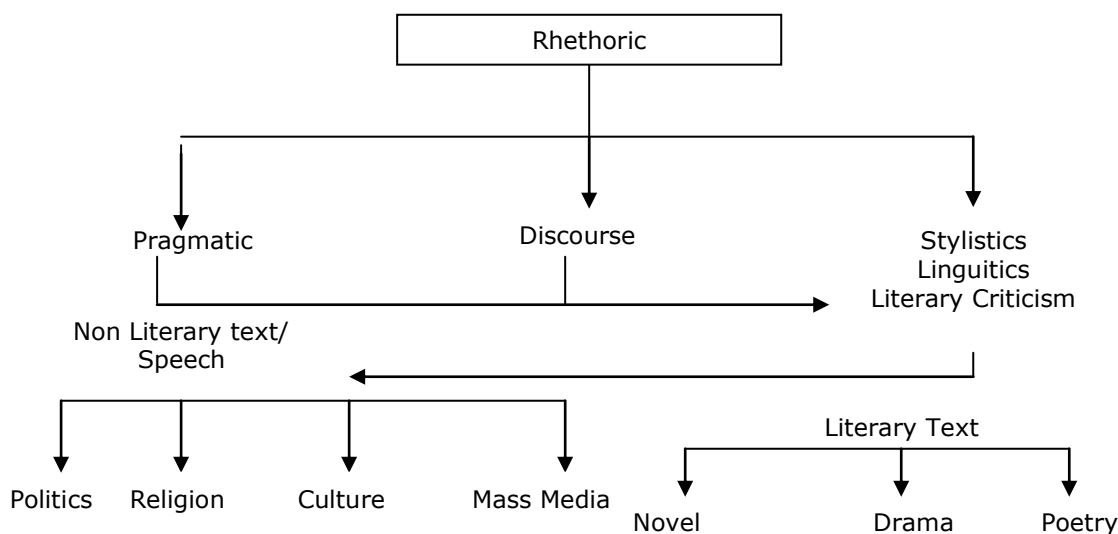


Figure 1. The relation stylistic and rhetoric (Designed by Prof. Abbas Badib. MA, MA. PhD. 2005)

It can be seen that "Pragmatics", "discourse", "stylistics" and "diposito/elocutio" are related. Stylistics is related with "linguistics and literary criticism". Stylistics can be related with "literary-text" and "non literary text". The analysis of stylistic in advertisement is related to non-literary text.

C. Stylistics

Stylistics analyzes the language used in linguistics and literature (Kridalaksana, 1983:157). Slamet Muljana (1956:4) in stilistika (Pradopo, 1994: 46) and Natawidjaja (1986:1) says that stylistic is the knowledge about the meaningful word. The meaningful word is the word that is used in creating literature including the writer feeling and thought.

It is clear that stylistic is the theory of language style. It is appropriate with "kamus besar bahasa Indonesia" (1992:895), and Aminuddin view about stylistic – stylistic is the use of language and language style in literature. But Turner in Stilistika (Pradopo, 1994:46), and Sudjiman (1993:13) say that stylistics does not only deal with study of language style literature but it also deals with the use of language style in general.

D. Pragmatics

Pragmatics or pragmalinguistics studies the language in use in general (Leech, 1993). Pateda (1991:27) emphasizes that the target of stylistics is not only the language itself but the language in use. This statement infer that the function of communication requires the user to have communicative competence. This competence is also called as pragmatic competence (Hymes in Nababan, 1994).

E. Grammatical

The function of language is a means used to communicate (Subyakto, 1992). To make the language understandable, the language users need the basic knowledge to compose the correct sentence grammatically. Widdowson (1978) calls this knowledge as "*usage*" while Chomsky calls as "*competence*",

F. Word

There are 8 parts of speech that are used to make the sentence. They are noun, pronoun, adjective, verb, adverb, preposition, and conjunction (Yule, 1996: 88).

F.1. Noun

Noun is used to name person, place, things, and idea for example, chair, school, car etc. (ibid: 88).

F.2. Adjective

Adjective is used to modify noun or pronoun, for example red, beautiful, smart etc (ibid: 88)

F.3. Pronoun

Pronoun is used to replace noun for example, she, he, they, her, it etc (Ibid: 88)

F.4. Verb

Verb is used to express action (run, write) to make statement (be, seem).

F.5. Adverb

Adverb is used to modify verb (slowly, suddenly) and to modify adjective (really, very) (ibid: 88)

F.6. Preposition

Preposition is the word (at, in, on, beside etc) that shows the relation of noun or pronoun with other words in the sentence (ibid: 88)

F.7. Conjunction

Conjunction is (and, but, although, if etc) used to relate a part of the sentence that has the same or close relation (ibid: 88)

G. Figurative Language

Figurative language is the language used imaginatively. There are some *figurative languages*. They are metaphor, simile, synecdoche, personification and symbol:

G.1. Metaphor

Metaphor is the implied comparison. Pickering (1990: 64) says that metaphor is language style that describes object implicitly without using the word *like* or *as*.

G.2. Simile

Simile is referential comparison between two objects by using the word *like* or *as*, for example, *as slow as mice* (ibid: 64)

G.3. Personification

Personification describes the object, idea or animals act like human (ibid: 70)

G.4. Symbol

Symbol is the object used to replace other object (ibid: 75).

G.5. Synecdoche

Synecdoche is a part of things represents a whole thing (ibid: 65). For example, she wept with waking eyes.

H. Advertisement

Hoed (2001:95) says advertisement is media or device to offer things or service. In this case, Martadi in prasasti (2000, No.37, Tahun x, Juni:73) expresses that advertisement is a apart from product offering.

Advertisement is a media to send the message in businesses. Liliweri in "Dasar-dasar Komunikasi Periklanan" quotes the statement of Wright (1978), Dunn (1978) and Busch (1980) that advertisement functions as information, explanation, entertainment and persuasion to the behavior. Base on those functions, the analysis of advertisement needs to observe the sentences in detail by using stylistics.

Discussion

In this discussion, the writer discusses the stylistic devices and intended meaning by analyzing part of speech, sentence type, figurative language and intended meaning. The analysis is as follows:

Data

She's gone to Capri

And she's not coming back.

A. Part of Speech

Noun	Verb	Adj	Pronoun	Adverb	Conjunction	preposition
Capri	Gone Coming back (go)	-	she	-	And	-

Table 1. Part of speech

This sentence uses a noun "Capri" (name of product), 2 Intransitive verb "gone and coming back, two personal pronouns (consumer), personal pronoun "she", and one conjunction.

The advertiser often uses verb and pronoun in the advertisement. The third personal pronoun "she" is used to focus the target or consumer of "Capri". This cigarette has low nicotine and tar that are suitable for women.

The use of verb "gone and coming back" has connotative meaning. The verb "gone" doesn't mean the women who have gone but it means the women who have smoked "Capri". The word "coming back" doesn't mean denotatively but it means that the women will not smoke other cigarette but "Capri" because they have tasted this cigarette "Capri".

B. The Sentence Type

The sentence "**She's gone to Capri and she's not coming back**" is the simple statement. It has an implied aim. The use of this sentence may have two purposes. The first, the advertiser wants the consumer easy to remember the product. Secondly, the use of simple sentence has the purpose of saving the cost of the advertisement.

C. Figurative Language

The sentence "**She's gone to Capri and she's not coming back**" is hyperbole. This sentence exaggerates as if the women who have tasted this product will not taste other products. A smoker usually tries other cigarette if it tastes better.

The use of hyperbole has some purposes. Firstly, the use of hyperbole aims to interest the consumer to taste this product and try this product. Secondly, the use of hyperbole aims to make the consumer sure that "Capri" has satisfied taste.

D. Intended Meaning

In the sentence **"She's gone to Capri and she's not coming back"** the advertiser uses parallel structure by using conjunction "and". The parallel structure is also supported by the use of hyperbole. It uses to exaggerate as if the women who have tasted "Capri" will not try other cigarette.

In the advertisement of "Capri", the advertiser uses "she" because this magazine is women magazine. This advertisement is only aimed to women. However it is not impossible that men also smoke this cigarette.

The process of acquiring from open meaning to intended meaning is as follows:

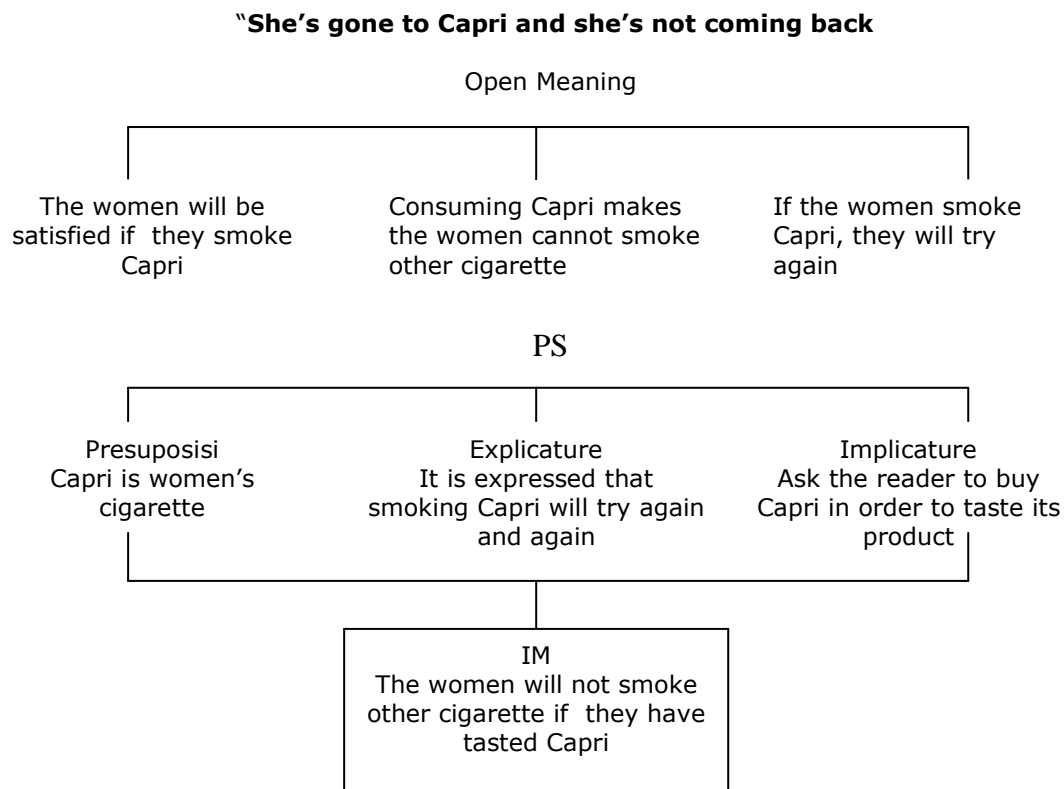


Figure 2. The process of intended meaning acquisition

Conclusion

The writer in analyzing the advertisement uses some theories. They are *stylistics*, *discourse*, *pragmatics*, dan *pragmastylistics*. They are used to interpret the simple advertisement language that must be interpreted deeper. In the result of analysis, it is found that the advertisement language in *For Women of the World* magazine uses simple sentence. Its words imply connotative meaning. It uses figurative language. The uses of stylistic aspects are used to persuade the reader's attention toward the advertised product. In the final analysis, it is found that *open meaning* is different from *intended meaning*. The acquisition of *intended meaning* is done through interpreting the sentence several steps.

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